BUILDING EXPORT SUCCESS
The Case of JAMPRO

October 14, 2010
ABOUT JAMPRO

JAMPRO’s mandate?

Trade & Investment Promotion and Facilitation

Who We Serve

Registered exporters; aspiring exporters & export ready enterprises; Investors (domestic & foreign)

Target Sectors

ICT; Agribusiness; Creative Industries; Services; Tourism; Mining and Energy

Situational Context

The Organisation has had to respond to recent developments within the global economic environment and domestic landscape
NEEDS IDENTIFICATION

• Private Sector needs assessment completed to inform the development of an overarching programme to improve the competitiveness of MSMEs
• Client surveys: inactive exporter survey; export capacity survey; annual client satisfaction surveys
• National Export Strategy (NES) Consultations
• Scheduled consultations with Trade Support Network
### PRIORITIZATION AND SELECTION OF SERVICES

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<tr>
<th>Process</th>
<th>Examples of Services Developed</th>
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<tr>
<td>• Interpretation and analysis of needs</td>
<td><strong>Programmes/Services Developed (past 4 years)</strong></td>
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<td>• Assess alignment with JAMPRO’s mandate and resources</td>
<td>• Export Centres &amp; Business Information Points</td>
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<td>• Review services of other Business Support Providers to determine gaps</td>
<td>• Enterprise Diagnostics and Assessments (ITC tools)</td>
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<td>• Assess &amp; monitor potential impact on export sales</td>
<td>• Financial and management support services</td>
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<td>• Cluster &amp; Sector Initiatives</td>
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<td><strong>New Programmes/Services Introduced (past 6 months)</strong></td>
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<td>• Minister’s Exporter Forum series “Lets talk Exports”</td>
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<td>• Step by Step Guide to Exporting workshop series</td>
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<td>• Capacity building workshops for Exporters to address specific needs</td>
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<td>• Enhanced Buyer Recruitment Programme for Jamaica Expo</td>
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IMPROVING THE PROCESS

- Operational Restructuring
- Intensification of Client Servicing activities
- Improvement to CRM technology
- Enhancement of communications tools:
  - SMS technology
  - Interactive web-site
- Programmes under development:
  ✓ G-30 Enterprise Export Development Programme
  ✓ One Stop Shop Facility
  ✓ JAMPRO Business Hub
  ✓ New Market Assessment initiatives

Jamaica Promotions Corporation (JAMPRO)
LESSONS LEARNT

THE IMPORTANCE OF:

• Deepening and strengthening strategic partnerships/alliances
• Staying close to client base on a consistent basis
• Continuous assessment of developments in global & regional markets
• Engagement of key stakeholders in trade support network in strategic planning (NES)
• Separation of Export Promotion and Export Development functions
• Flexibility of Organization to address new needs identified within the export community
THANK YOU